

Rep Order# 9765698 Ver# 21 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/26/2012 8:06 AM
Last Received: 10/25/2012 4:11 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

67363
Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 96 AND 97 FOR MG SEE LN 40,46 AND 51 FOR NA
PLS CF..THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	0	0	0	\$0.00	
				Station Remark: V16 1x na 10/24 no time mg sat 1205-105a 10/27 1x @ 175.00 criminal minds								
				[MADE-GOOD BY LINE(S) 95]								
				V19 Effective Dates Changed								
	*95	SA	1205A-105A	CRIMINAL MINDS	:30	\$175.00	10/27-10/27	1	1	1	\$175.00	
				[MKGD FOR SPOTS MISSED ON LN #12: 10/24(1/WK)]								
				V19 Added								
	*40	F	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/26-10/26	0	0	0	\$0.00	
				[MADE-GOOD BY LINE(S) 96 97]								
				V21 Effective Dates Changed								
	*96	M	5A-530A		:30	\$500.00	10/29-10/29	2	1	2	\$1,000.00	
				[MKGD FOR SPOTS MISSED ON LN #40: 10/26(1/WK), MKGD FOR SPOTS MISSED ON LN #46: 10/29(1/WK), MKGD FOR SPOTS MISSED ON LN #51: 10/29(1/WK)]								
				V21 Added								
	*97	M	8A-9A		:30	\$450.00	10/29-10/29	2	1	2	\$900.00	
				[PART OF A MKGD MADE UP OF LINES 96 97]								
				V21 Added								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*46	M	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/29-10/29	0	0	0	\$0.00	
				[MADE-GOOD BY LINE(S) 96 97]								
				V21 Effective Dates Changed								
	*51	M	7P-730P	INSIDE EDITION	:30	\$650.00	10/29-10/29	0	0	0	\$0.00	
				[MADE-GOOD BY LINE(S) 96 97]								
				V21 Effective Dates Changed								

---REPORT TOTALS---

Report Totals: 5 / \$2,075.00

---SALES MONTHLY TOTALS---

Oct 12: 94 / \$60,365.00 Nov 12: 21 / \$12,470.00

Sales Totals: 115 / \$72,835.00

Station Totals: 115 / \$72,835.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,851	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9765698
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Printed: 10/25/2012 11:30 AM
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--- REMARKS ---

V.19 10/25
LN 12- N/A 1X 10/24 WED 7-8A
LN 95- MG 1X 10/27 SAT 1205-105A \$175
PER LYNDIA, CREDITING \$15. NEW TOTAL \$72835
PLS CF- CHRISTINA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	0	0	0	\$0.00	
				[MADE-GOOD BY LINE(S) 95]								
				V19 Effective Dates Changed								
	*95	SA	1205A-105A	CRIMINAL MINDS	:30	\$175.00	10/27-10/27	1	1	1	\$175.00	
				[MKGD FOR SPOTS MISSED ON LN #12: 10/24(1/WK)]								
				V19 Added								

---REPORT TOTALS---

Report Totals: 1 / \$175.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$61,015.00 Nov 12: 19 / \$11,820.00

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Sales Totals: 114 / \$72,835.00

Station Totals: 114 / \$72,835.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,851	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

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V.17 10/25

SENDING VERSION TO CLEAR SYSTEM. NO CHANGES- PLS CF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
		Station Remark: V10 spot too late for log maybe we can double up on a day										
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	2	1	2	\$500.00	
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
		Station Remark: V10 spot too late for log maybe we can double up										
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	2	1	2	\$500.00	
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				Station Remark: V16 1x na 10/24 no time mg sat 1205-105a 10/27 1x @ 175.00 criminal minds								
				V7 Comment Changed, Spots/week Changed								
				V16 Comment Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/25 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	1	1	1	\$190.00	
		Station Remark: V10 1x na 10/29 no time combo \$ mg in remarks										
		V11 Comment Changed, Spots/week Changed										
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
		Station Remark: V10 pls readd spot on 11/4 na sent in error										
		V7 Comment Changed, Spots/week Changed										
		V11 Comment Changed, Spots/week Changed										
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	0	0	0	\$0.00	
		Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks										
		V11 Comment Changed, Spots/week Changed										
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	1	1	1	\$3,500.00	
		Station Remark: V10 pls readd spot made log at last min.										
		V7 Comment Changed, Spots/week Changed										
		V11 Comment Changed, Spots/week Changed										
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
		V7 Comment Changed, Spots/week Changed										
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	0	0	0	\$0.00	
		Station Remark: V10 pls cxl spot due to line 59 made log										
		V7 Added										
		V11 Comment Changed, Spots/week Changed										
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
		V7 Added										
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
		V7 Added										

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	0	0	0	\$0.00	
		Station Remark: V10 pls cxl spot due to line 31 was sent incorrectly.										
		V7 Added										
		V11 Comment Changed, Spots/week Changed										
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
		V7 Added										
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
		V7 Added										
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
		V7 Added										
	*86	W-F	5A-530A	NEWS	:30	\$500.00	10/24-10/26	2	1	2	\$1,000.00	
		V11 Added										
	*87	W-F	10A-11A	ANDERSON	:30	\$350.00	10/24-10/26	2	1	2	\$700.00	
		V11 Added										
	*88	W-F	1235A-135A	LATE LATE	:30	\$175.00	10/24-10/26	2	1	2	\$350.00	
		V11 Added										
	*89	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	4	1	4	\$120.00	
		V11 Added										
	*90	TH-F,M	12P-1230P	NEWS	:30	\$725.00	10/25-10/29	3	1	3	\$2,175.00	
		V13 Added										
	*91	TH-F,M	4P-430P	NEWS	:30	\$650.00	10/25-10/29	3	1	3	\$1,950.00	
		V13 Added										

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	*92	TH-F,M	10A-11A	ANDERSON	:30	\$350.00	10/25-10/29	3	1	3	\$1,050.00	
		V13 Added										
	*93	TH-F,M	1135P-1235A	LETTERMAN	:30	\$750.00	10/25-10/29	1	1	1	\$750.00	
		V13 Added										
	*94	TH-F,M	5A-530A	NEWS	:30	\$500.00	10/25-10/29	1	1	1	\$500.00	
		V13 Added										
	*40	F	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
		Station Remark: V16 1z na 10/26 hra combo w/lines 51 & 46 mg in remarks										
		V16 Comment Changed										
	*46	M	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
		Station Remark: V16 1x na 10/29 combo \$ w/lines 40 & 51 mg in remarks										
		V16 Comment Changed										
	*51	M	7P-730P	INSIDE EDITION	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
		Station Remark: V16 1x na 10/29 combo \$ w/lines 40 & 46 mg in remarks										
		V16 Comment Changed										

---REPORT TOTALS---

Report Totals: 48 / \$20,125.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$61,030.00 Nov 12: 19 / \$11,820.00

Sales Totals: 114 / \$72,850.00

Station Totals: 114 / \$72,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,892	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
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WKRC 37% WLWT 20% WSTR 0% WXIX 10%

Books null
Demos RA35+

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--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

combo \$ from lines 40,46 & 51 mg
mon 10/29 5-530a 2x @ 500. & mon 8-9a 2x @ 450.0
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
		Station Remark: V10 spot too late for log maybe we can double up on a day										
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	2	1	2	\$500.00	
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										

Rep Order# 9765698 Ver# 16 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/24/2012 3:39 PM
Last Received: 10/23/2012 9:33 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 6

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
				Station Remark: V10 spot too late for log maybe we can double up								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	2	1	2	\$500.00	
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				Station Remark: V16 1x na 10/24 no time mg sat 1205-105a 10/27 1x @ 175.00 criminal minds								
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/25 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								

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Hiatus Weeks

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Salesperson () ALEXANDRA BRADLEY
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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	1	1	1	\$190.00	
				Station Remark: V10 1x na 10/29 no time combo \$ mg in remarks								
				V11 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
				Station Remark: V10 pls readd spot on 11/4 na sent in error								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V11 Comment Changed, Spots/week Changed								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	1	1	1	\$3,500.00	
				Station Remark: V10 pls readd spot made log at last min.								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	0	0	0	\$0.00	
				Station Remark: V10 pls cxl spot due to line 59 made log								
				V7 Added								
				V11 Comment Changed, Spots/week Changed								
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
				V7 Added								
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
				V7 Added								

Ver# 16 **Status** Returned

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	0	0	0	\$0.00	
		Station Remark: V10 pls cxl spot due to line 31 was sent incorrectly.										
		V7 Added										
		V11 Comment Changed, Spots/week Changed										
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
		V7 Added										
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
		V7 Added										
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
		V7 Added										
	*86	W-F	5A-530A	NEWS	:30	\$500.00	10/24-10/26	2	1	2	\$1,000.00	
		V11 Added										
	*87	W-F	10A-11A	ANDERSON	:30	\$350.00	10/24-10/26	2	1	2	\$700.00	
		V11 Added										
	*88	W-F	1235A-135A	LATE LATE	:30	\$175.00	10/24-10/26	2	1	2	\$350.00	
		V11 Added										
	*89	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	4	1	4	\$120.00	
		V11 Added										
	*90	TH-F,M	12P-1230P	NEWS	:30	\$725.00	10/25-10/29	3	1	3	\$2,175.00	
		V13 Added										
	*91	TH-F,M	4P-430P	NEWS	:30	\$650.00	10/25-10/29	3	1	3	\$1,950.00	
		V13 Added										

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Fax#

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*92	TH-F,M	10A-11A	ANDERSON	:30	\$350.00	10/25-10/29	3	1	3	\$1,050.00	
		V13 Added										
	*93	TH-F,M	1135P-1235A	LETTERMAN	:30	\$750.00	10/25-10/29	1	1	1	\$750.00	
		V13 Added										
	*94	TH-F,M	5A-530A	NEWS	:30	\$500.00	10/25-10/29	1	1	1	\$500.00	
		V13 Added										
	*40	F	6P-630P	LOCAL 12 NEWS	:30	\$650.00	10/26-10/26	1	1	1	\$650.00	
		Station Remark: V16 1z na 10/26 hra combo w/lines 51 & 46 mg in remarks										
	*46	M	530P-6P	LOCAL 12 NEWS	:30	\$600.00	10/29-10/29	1	1	1	\$600.00	
		Station Remark: V16 1x na 10/29 combo \$ w/lines 40 & 51 mg in remarks										
	*51	M	7P-730P	INSIDE EDITION	:30	\$650.00	10/29-10/29	1	1	1	\$650.00	
		Station Remark: V16 1x na 10/29 combo \$ w/lines 40 & 46 mg in remarks										

---REPORT TOTALS---

Report Totals: 48 / \$20,125.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$61,030.00 Nov 12: 19 / \$11,820.00

Sales Totals: 114 / \$72,850.00

Station Totals: 114 / \$72,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,892	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

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Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, October 23, 2012 10:28 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 67617

Station: WKRC-TV

Order Information:

Order #: 67617
Order Total: \$47,050.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 60S
Alternate Order #: 09849460
Estimate #: 2175
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67617-14-1):

Rate: \$1,500.00
Air Date: Wed 10/24/12
Eligible Days: MTWThF---
Inventory Code: Letterman
Inventory Description: Letterman
Inventory Code Time: 11:36 PM-12:36 XM
Spot Type: NM
Length: 1:00
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Client Request

~~1x 10/24/12~~
5TP on 10/29/12

Rep Order# 9765698
EC'd Yes

Traffic Order#

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1 of 5

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL
Product	SHERROD BROWN SENATE
Estimate#	
Buyer	MIKE DETTORRE
Phone#	
Fax#	

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--- CONTRACT COMMENT ---

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--- REMARKS ---

pls see line 12
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	TU	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
		Station Remark: V10 spot too late for log maybe we can double up on a day										
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										
	*2	W	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*3	TH	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										
	*4	F	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/26-10/26	2	1	2	\$500.00	
		V7 Comment Changed, Rate Changed										
		V11 Comment Changed, Spots/week Changed										
	*5	M	530A-6A	GOOD MORNING CINCINNATI @ 530	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
		V7 Comment Changed, Rate Changed										

Rep Order# 9765698 Ver# 14 Status Returned
EC'd Yes

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2 of 5

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	TU	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/23-10/23	0	0	0	\$0.00	
				Station Remark: V10 spot too late for log maybe we can double up								
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*7	W	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/24-10/24	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*8	TH	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/25-10/25	2	1	2	\$500.00	
				V7 Comment Changed, Rate Changed								
				V11 Comment Changed, Spots/week Changed								
	*9	F	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*10	M	5A-530A	GOOD MORNING CINCINNATI @ 5	:30	\$250.00	10/29-10/29	1	1	1	\$250.00	
				V7 Comment Changed, Rate Changed								
	*11	TU	7A-8A	EARLY SHOW	:30	\$190.00	10/23-10/23	1	1	1	\$190.00	
				V7 Comment Changed, Spots/week Changed								
	*12	W	7A-8A	EARLY SHOW	:30	\$190.00	10/24-10/24	1	1	1	\$190.00	
				Station Remark: V14 1x na 10/24 no time mg sat 1205-105a 10/27 1x @ 175.00 criminal minds								
				V7 Comment Changed, Spots/week Changed								
	*13	TH	7A-8A	EARLY SHOW	:30	\$190.00	10/25-10/25	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/25 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*14	F	7A-8A	EARLY SHOW	:30	\$190.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*15	M	7A-8A	EARLY SHOW	:30	\$190.00	10/29-10/29	1	1	1	\$190.00	
				Station Remark: V10 1x na 10/29 no time combo \$ mg in remarks								
				V11 Comment Changed, Spots/week Changed								
	*31	SU	630P-7P	LOCAL 12 NEWS	:30	\$550.00	10/28-10/28	1	1	1	\$550.00	
				Station Remark: V10 pls readd spot on 11/4 na sent in error								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*58	F	10P-11P	BLUE BLOODS	:30	\$1,600.00	10/26-10/26	0	0	0	\$0.00	
				Station Remark: V10 1x na 10/26 no time combo \$ mg in remarks								
				V11 Comment Changed, Spots/week Changed								
	*59	TU	8P-9P	NCIS	:30	\$3,500.00	10/23-10/23	1	1	1	\$3,500.00	
				Station Remark: V10 pls readd spot made log at last min.								
				V7 Comment Changed, Spots/week Changed								
				V11 Comment Changed, Spots/week Changed								
	*61	F	9P-10P	CSI: NY	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
				V7 Comment Changed, Spots/week Changed								
	*79	W	9P-10P	CRIM MINDS	:30	\$3,200.00	10/24-10/24	0	0	0	\$0.00	
				Station Remark: V10 pls cxi spot due to line 59 made log								
				V7 Added								
				V11 Comment Changed, Spots/week Changed								
	*80	SA	12P-330P	BIG EAST	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
				V7 Added								
	*81	SA	330P-7P	SEC	:30	\$1,000.00	10/27-10/27	2	1	2	\$2,000.00	
				V7 Added								

Ver# 14 **Status** Returned

Traffic Order#

Printed: 10/24/2012 9:07 AM
Last Received: 10/23/2012 9:33 PM
Showing Buylines: All Rep & Sta Revised Lines

4 of 5

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL
Product	SHERROD BROWN SENATE
Estimate#	
Buyer	MIKE DETTORRE
Phone#	
Fax#	

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*82	SU	1135P-1205A	SPORTS	:30	\$750.00	10/28-10/28	0	0	0	\$0.00	
		Station Remark: V10 pls cxl spot due to line 31 was sent incorrectly.										
		V7 Added										
		V11 Comment Changed, Spots/week Changed										
	*83	SA	105A-205A	CLOSER	:30	\$25.00	10/27-10/27	2	1	2	\$50.00	
		V7 Added										
	*84	SU	105A-205A	CLOSER	:30	\$25.00	10/28-10/28	2	1	2	\$50.00	
		V7 Added										
	*85	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	2	1	2	\$60.00	
		V7 Added										
	*86	W-F	5A-530A	NEWS	:30	\$500.00	10/24-10/26	2	1	2	\$1,000.00	
		V11 Added										
	*87	W-F	10A-11A	ANDERSON	:30	\$350.00	10/24-10/26	2	1	2	\$700.00	
		V11 Added										
	*88	W-F	1235A-135A	LATE LATE	:30	\$175.00	10/24-10/26	2	1	2	\$350.00	
		V11 Added										
	*89	W-F	430A-459A	NEWS	:30	\$30.00	10/24-10/26	4	1	4	\$120.00	
		V11 Added										
	*90	TH-F,M	12P-1230P	NEWS	:30	\$725.00	10/25-10/29	3	1	3	\$2,175.00	
		V13 Added										
	*91	TH-F,M	4P-430P	NEWS	:30	\$650.00	10/25-10/29	3	1	3	\$1,950.00	
		V13 Added										

Rep Order# 9765698 Ver# 14 Status Returned
EC'd Yes

Traffic Order#

Printed: 10/24/2012 9:07 AM
Last Received: 10/23/2012 9:33 PM
Showing Buylines: All Rep & Sta Revised Lines

5 of 5

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product SHERROD BROWN SENATE
Estimate#
Buyer MIKE DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/17/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*92	TH-F,M	10A-11A	ANDERSON	:30	\$350.00	10/25-10/29	3	1	3	\$1,050.00	
		V13	Added									
	*93	TH-F,M	1135P-1235A	LETTERMAN	:30	\$750.00	10/25-10/29	1	1	1	\$750.00	
		V13	Added									
	*94	TH-F,M	5A-530A	NEWS	:30	\$500.00	10/25-10/29	1	1	1	\$500.00	
		V13	Added									

---REPORT TOTALS---

Report Totals: 45 / \$18,225.00

---SALES MONTHLY TOTALS---

Oct 12: 95 / \$61,030.00 Nov 12: 19 / \$11,820.00

Sales Totals: 114 / \$72,850.00

Station Totals: 114 / \$72,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$196,892	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	33%
		WKRC	37%	WLWT	20%	WSTR	0%	WXIX	10%		

Books null
Demos RA35+

Connell II, Jim

From: ahoff@local12.com
Sent: Tuesday, October 23, 2012 11:39 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Sherrod Brown for Senate - 67363

Station: WKRC-TV

Order Information:

Order #: 67363
Order Total: \$64,875.00
Agency: Shorr Johnson Magnus
Advertiser: Sherrod Brown for Senate
Product: SHERROD BROWN SENATE
Alternate Order #: 09765698
Flight Dates: 10/23/12 - 10/29/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67363-12-1):

Rate: \$190.00
Air Date: Wed 10/24/12
Eligible Days: --W-----
Inventory Code: CBS This Morning
Inventory Description: CBS Morning News
Inventory Code Time: 7:00 AM-8:00 AM

Spot Type: NM

Restricted: Earliest start: 7:00:00 AM, Latest end: 8:00:00 AM

Length: :30

Channel(s): [1] WKRC

Priority: Preemptible w/o Notice

Preempt Reason: No Avail

1x Sat 12-1A or 10/27 @ 11P

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 11												
10/23/12	Tuesday	5:52:37 AM	:30	\$190.00	OHSBT\	CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											1	
Line: 13												
10/25/12	Thursday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											1	
Line: 14												
10/26/12	Friday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											1	
Line: 15												
10/29/12	Monday	7:49:21 AM	:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
10/29/12	Monday		:30	\$190.00		CBS This Morning	(7:00:00 AM-8:00:00 A	SHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 16												
10/23/12	Tuesday	5:14:48 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 17												
10/24/12	Wednesday	5:22:40 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 18												
10/25/12	Thursday	5:14:18 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 19												
10/26/12	Friday	5:05:11 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 20												
10/29/12	Monday	5:28:44 AM	:30	\$325.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 21												
10/23/12	Tuesday	6:45:06 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 22												
10/24/12	Wednesday	6:52:42 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 23												
10/25/12	Thursday	6:51:23 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 24												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 24												
10/26/12	Friday	3:34:55 AM	:30	\$325.00	OHSBT\	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 25												
10/29/12	Monday	4:44:36 AM	:30	\$325.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 26												
10/23/12	Tuesday	3:53:01 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
10/23/12	Tuesday	3:24:01 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 27												
10/24/12	Wednesday	3:53:01 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
10/24/12	Wednesday	3:46:11 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 28												
10/25/12	Thursday	3:23:01 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
10/25/12	Thursday	3:46:58 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 29												
10/26/12	Friday	3:45:10 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	2	MWASH-
10/26/12	Friday	3:24:00 AM	:30	\$190.00	OHSBT\	CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
											2	
Line: 30												
10/29/12	Monday	3:53:30 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	1	MWASH-
10/29/12	Monday	3:37:35 AM	:30	\$190.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-3	2	MWASH-
											2	
Line: 31												
10/28/12	Sunday	3:40:10 PM	:30	\$550.00		630p Local 12 News Su	6:30 PM-7:00 PM	SHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 32												
10/23/12	Tuesday	4:39:44 PM	:30	\$375.00	OHSBT\	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	ASHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 33												
10/24/12	Wednesday	4:39:00 PM	:30	\$375.00	OHSBT\	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	ASHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 34												
10/25/12	Thursday	4:55:10 PM	:30	\$375.00	OHSBT\	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	ASHERROD BROWN SEN		P-3	1	MWASH-
											1	
Line: 35												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 35												
10/26/12	Friday	1:35:36 PM	:30	\$375.00	OHSBT\	4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		SHERROD BROWN SEN		P-3	1	MWASH-
				\$375.00							1	
Line: 36												
10/29/12	Monday	1:52:06 PM	:30	\$375.00		4p Local 12 News at Fo (4:30:00 PM-5:00:00 P		SHERROD BROWN SEN		P-3	1	MWASH-
				\$375.00							1	
Line: 37												
10/23/12	Tuesday	5:57:42 PM	:30	\$650.00	OHSBT\	6p Local 12 News at Six 6:00 PM-6:30 PM		SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 38												
10/24/12	Wednesday	5:27:11 PM	:30	\$650.00	OHSBT\	6p Local 12 News at Six 6:00 PM-6:30 PM		SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 39												
10/25/12	Thursday	5:24:52 PM	:30	\$650.00	OHSBT\	6p Local 12 News at Six 6:00 PM-6:30 PM		SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 41												
10/29/12	Monday	5:28:41 PM	:30	\$650.00		6p Local 12 News at Six 6:00 PM-6:30 PM		SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 42												
10/23/12	Tuesday	5:52:03 PM	:30	\$600.00	OHSBT\	5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P		SHERROD BROWN SEN		P-3	1	MWASH-
				\$600.00							1	
Line: 43												
10/24/12	Wednesday	5:37:23 PM	:30	\$600.00	OHSBT\	5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P		SHERROD BROWN SEN		P-3	1	MWASH-
				\$600.00							1	
Line: 44												
10/25/12	Thursday	5:27:01 PM	:30	\$600.00	OHSBT\	5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P		SHERROD BROWN SEN		P-3	1	MWASH-
				\$600.00							1	
Line: 45												
10/26/12	Friday	5:42:07 PM	:30	\$600.00	OHSBT\	5p Local 12 News at Fiv (5:30:00 PM-6:00:00 P		SHERROD BROWN SEN		P-3	1	MWASH-
				\$600.00							1	
Line: 47												
10/23/12	Tuesday	7:19:39 PM	:30	\$650.00	OHSBT\	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 48												
10/24/12	Wednesday	7:10:24 PM	:30	\$650.00	OHSBT\	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$650.00							1	
Line: 49												
10/25/12	Thursday	7:21:43 PM	:30	\$650.00	OHSBT\	M-F 7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product-Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 49												
				\$650.00							1	
Line: 50												
10/26/12	Friday	7:03:56 PM	:30	\$650.00	OHSBT\M-F	7p-730p	7:00 PM-7:30 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$650.00							1	
Line: 52												
10/23/12	Tuesday	7:40:23 PM	:30	\$750.00	OHSBT\M-F	730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 53												
10/24/12	Wednesday	7:40:27 PM	:30	\$750.00	OHSBT\M-F	730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 54												
10/25/12	Thursday	7:40:06 PM	:30	\$750.00	OHSBT\M-F	730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 55												
10/26/12	Friday	7:42:22 PM	:30	\$750.00	OHSBT\M-F	730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 56												
10/29/12	Monday	7:43:22 PM	:30	\$750.00		M-F 730p-8p	7:30 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$750.00							1	
Line: 57												
10/28/12	Sunday	7:40:08 PM	:30	\$3,000.00		Sun Reg 1	7:00 PM-8:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,000.00							1	
Line: 58												
10/26/12	Friday		:30	\$1,600.00		Fri Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,600.00							1	
Line: 59												
10/23/12	Tuesday	7:58:28 PM	:30	\$3,500.00	OHSBT\Tue	Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,500.00							1	
Line: 60												
10/28/12	Sunday	7:19:32 PM	:30	\$2,400.00		Sun Reg 3	(9:00:00 PM-10:00:00	SHERROD BROWN SEN		P-3	1	MWASH
				\$2,400.00							1	
Line: 62												
10/24/12	Wednesday	7:59:24 PM	:30	\$3,500.00	OHSBT\Wed	Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,500.00							1	
Line: 63												
10/25/12	Thursday	7:34:25 PM	:30	\$3,500.00	OHSBT\Thu	Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
				\$3,500.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 64												
10/24/12	Wednesday	5:58:27 PM	:30	\$3,200.00	OHSBT\	Wed Reg 2	9:00 PM-10:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 65												
10/25/12	Thursday	7:59:15 PM	:30	\$3,800.00	OHSBT\	Thu Reg 1	8:00 PM-9:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 66												
10/29/12	Monday	10:28:30 PM	:30	\$3,500.00		Mon Reg 3	10:00 PM-11:00 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 67												
10/23/12	Tuesday	11:09:42 XM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
10/23/12	Tuesday	11:58:07 PM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 68												
10/24/12	Wednesday	11:59:23 PM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
10/24/12	Wednesday	12:32:26 XM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 69												
10/25/12	Thursday	11:31:10 XM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
10/25/12	Thursday	11:57:11 PM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
											2	
Line: 70												
10/26/12	Friday	11:23:45 XM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
10/26/12	Friday	11:59:30 PM	:30	\$375.00	OHSBT\	Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 71												
10/29/12	Monday	11:24:30 XM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	1	MWASH
10/29/12	Monday	11:59:00 PM	:30	\$375.00		Letterman	11:35 PM-12:35 XM	SHERROD BROWN SEN		P-3	2	MWASH
											2	
Line: 72												
10/23/12	Tuesday	11:21:39 PM	:30	\$1,100.00	OHSBT\	11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 73												
10/24/12	Wednesday	11:31:10 PM	:30	\$1,100.00	OHSBT\	11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 74												
10/25/12	Thursday	11:26:57 PM	:30	\$1,100.00	OHSBT\	11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH
											1	
Line: 75												

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 67363

Line: 75

10/26/12	Friday	1:04:34 PM	:30	\$1,100.00	OHSBT\	11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	

Line: 76

10/27/12	Saturday	1:27:45 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	

Line: 77

10/28/12	Sunday	1:27:22 PM	:30	\$1,100.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	

Line: 78

10/29/12	Monday	1:12:26 PM	:30	\$1,100.00		11p M-F Local 12 News	11:00 PM-11:35 PM	SHERROD BROWN SEN		P-3	1	MWASH-
				\$1,100.00							1	

Line: 79

10/24/12	Wednesday	5:40:57 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 80

10/25/12	Thursday	5:46:40 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 81

10/26/12	Friday	5:43:37 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 82

10/29/12	Monday	5:34:35 AM	:30	\$250.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 83

10/24/12	Wednesday	5:08:29 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 84

10/25/12	Thursday	5:07:37 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 85

10/26/12	Friday	5:04:57 AM	:30	\$250.00	OHSBT\	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 86

10/29/12	Monday	5:05:12 AM	:30	\$250.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-3	1	MWASH-
				\$250.00							1	

Line: 87

10/27/12	Saturday	1:56:40 PM	:30	\$350.00		Big East Football	12p-330p	SHERROD BROWN SEN		P-4	1	MWASH-
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[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Sherrod Brown for Senate

Agency: Shorr Johnson Magnus

Station: WKRC-TV

Order: 67363

Line: 87

				\$350.00							1	
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Line: 88

10/27/12	Saturday	4:49:06 PM	:30	\$1,000.00		SEC Football	(3:30:00 PM-7:00:00 P	SHERROD BROWN SEN		P-3	1	MWASH
				\$1,000.00							1	

Line: 89

10/27/12	Saturday	1:25:14 XM	:30	\$25.00		Sat 105a-205a	105a-205a	SHERROD BROWN SEN		P-3	1	MWASH
				\$25.00							1	

Line: 90

10/28/12	Sunday	1:25:04 XM	:30	\$25.00		Sun 105a-205a	105a-205a	SHERROD BROWN SEN		P-3	1	MWASH
				\$25.00							1	

Line: 91

10/24/12	Wednesday	1:42:59 XM	:30	\$30.00	OHSBT\	430-5a News	430a-5a	SHERROD BROWN SEN		P-4	1	MWASH
10/25/12	Thursday	1:56:39 XM	:30	\$30.00	OHSBT\	430-5a News	430a-5a	SHERROD BROWN SEN		P-4	2	MWASH
				\$60.00							2	

Line: 92

10/25/12	Thursday	12:24:51 PM	:30	\$725.00	OHSBT\	Local 12 News at Noon	12p-1230p	SHERROD BROWN SEN		P-2	2	MWASH
10/26/12	Friday	12:08:37 PM	:30	\$725.00	OHSBT\	Local 12 News at Noon	12p-1230p	SHERROD BROWN SEN		P-2	3	MWASH
10/29/12	Monday	12:22:54 PM	:30	\$725.00		Local 12 News at Noon	12p-1230p	SHERROD BROWN SEN		P-2	1	MWASH
				\$2,175.00							3	

Line: 93

10/25/12	Thursday	12:22:09 PM	:30	\$650.00	OHSBT\	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	SHERROD BROWN SEN		P-2	3	MWASH
10/26/12	Friday	12:12:26 PM	:30	\$650.00	OHSBT\	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	SHERROD BROWN SEN		P-2	2	MWASH
10/29/12	Monday	12:12:26 PM	:30	\$650.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 P	SHERROD BROWN SEN		P-2	1	MWASH
				\$1,950.00							3	

Line: 94

10/25/12	Thursday	10:58:24 AM	:30	\$350.00	OHSBT\	M-F 10a-11a	10a-11a	SHERROD BROWN SEN		P-2	2	MWASH
10/26/12	Friday	10:16:10 AM	:30	\$350.00	OHSBT\	M-F 10a-11a	10a-11a	SHERROD BROWN SEN		P-2	3	MWASH
10/29/12	Monday	10:15:10 AM	:30	\$350.00		M-F 10a-11a	10a-11a	SHERROD BROWN SEN		P-2	1	MWASH
				\$1,050.00							3	

Line: 95

10/29/12	Monday	11:11:00 XM	:30	\$750.00		Letterman	1135p-1235a	SHERROD BROWN SEN		P-2	1	MWASH
				\$750.00							1	

Line: 96

10/26/12	Friday	5:20:41 AM	:30	\$500.00	OHSBT\	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	SHERROD BROWN SEN		P-2	1	MWASH
				\$500.00							1	

Line: 97

10/27/12	Saturday	12:24:50 XM	:30	\$175.00		Sat 1205a-105a	1205a-105a	SHERROD BROWN SEN		P-3	1	MWASH
				\$175.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/17/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 67363												
Line: 98												
10/29/12	Monday	11:13:59 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	ASHERROD BROWN SEN		P-2	2	MWASH
10/29/12	Monday	11:27:43 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 AM)	ASHERROD BROWN SEN		P-2	1	MWASH
											2	
Line: 99												
10/29/12	Monday	8:12:00 AM	:30	\$450.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-2	1	MWASH
10/29/12	Monday	8:28:56 AM	:30	\$450.00		CBS This Morning	(8:00:00 AM-9:00:00 AM)	ASHERROD BROWN SEN		P-2	2	MWASH
											2	
											104	
											104	
											104	
											104	
											104	
											104	

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